



Tourism & Events Department
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 Karen Churchard, Director
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To: Chairman David Scholefield
 Members of the Tourism Development Commission
From: Karen Churchard, Tourism & Events Director
Date: May 16, 2017
Subject: Canal Convergence Update

ACTION:

At last month's April 18 Tourism Development Commission meeting, Donna Isaac (Director, Scottsdale Public Art) and I gave a joint presentation about Canal Convergence becoming the city's destination event that would eventually move from February to November. Following our presentation and staff recommendation to support the February 2018 Canal Convergence, Vice Chair Hirose moved to recommend funding for FY 2017/18 event in the amount of \$650,000 from carryover tourism funds with the stipulation that the 4-day event be held over two weekends. Commissioner Hill seconded. The motion carried by a vote of seven (7) to zero (0).

The \$650,000 funds the following:

Amount	Events / Activity
\$100,000	Temporary Installation @ Canal Banks
\$60,000	Temporary Installation as part of Scottsdazzle
\$340,000	February 2018 Canal Convergence
\$150,000	Seed \$ to obtain International Artists for November 2018 Canal Convergence
\$650,000	TOTAL

STAFF REVIEW:

Following the meeting, Donna and I discussed what two weekends would work best for Scottsdale Arts to hold Canal Convergence. Donna stated that it would not be feasible for Scottsdale Arts to manage two events over three consecutive weekends i.e. Canal Convergence February 24-25 and March 3-4, 2018 and Scottsdale Arts Festival March 9-11, 2018. So, the only option knowing that Western Week and Parada Del Sol will be held February 5-11, 2018 would be February 17-18, 2018.

I consulted with Cheryl Sumners our Special Events Manager, to determine whether the city had begun processing any special event applications at the Canal Banks for the weekend of February 17-18, 2018. Cheryl informed me that the Crushbrew Festival had submitted their application on March 3 for the dates of February 16-18, 2018. I asked Cheryl to inquire with the applicant whether they would be willing to move their event to March 3-4, 2018.

The applicant responded that it would not be feasible financially for them to move their event due to two reasons: 1) The week leading up to the Crushbrew Festival is Craft Beer Week in Arizona; and 2) The week following their event is Cocktail Week. Because her event is wedged between these two events she is able to get industry professionals, vendors and businesses to participate in the Crushbrew Festival because many are in town for one or both of the events stated above – particularly those from nearby states.

CALENDAR:

2018 Date	Events in Downtown Scottsdale
February 5-11, 2018*	Western Week – ArtWalk, Hashknife, Parada (Various, Downtown)
February 9-10, 2018*	Waterfront Fine Art & Wine Festival (Canal Banks)
February 10, 2018*	Parade Del Sol Parade and Trails End Festival (Old Town)
February 16-18, 2018*	Crushbrew Festival (Canal Banks)
February 22-25, 2018	HOLDING: Canal Convergence (Canal Banks)
March 3, 2018	Scottsdale Fashion Week (Indian Plaza, Entertainment District)
March 3, 2018	The Giants Race (Downtown ending @ Scottsdale Stadium)
March 10, 2018	Fiesta Bowl Running of the Bills Duck Race (Canal Banks)
March 9-11, 2018	Scottsdale Arts Festival (Civic Center Mall)
*	<i>Indicates application submittal/staff acceptance of dates</i>

REQUESTED ACTION:

Consider a new motion to recommend funding for the FY 2017/18 Canal Convergence in the amount of \$650,000 from carryover tourism funds with the stipulation that the event be held four consecutive days – February 22-25, 2018.